



videocites

follow your videos, everywhere.

Presenting: Eyal Arad

AUTOMATED CONTENT PROTECTION, ANALYTICS
AND MONETIZATION ACROSS SOCIAL PLATFORMS

VIDEOCITES

INTRODUCING A COLLECTION OF SAAS
PRODUCTS UTILIZING AI-BASED VIDEO
SEARCH ENGINE AND SCALABLE
ULTRALIGHT VIDEO FINGERPRINTING
TECHNOLOGY

Our Customers Are

Major Hollywood Studios and TV Networks
Sports broadcasting rights holders
Media and video-oriented companies
Multi-Channel Networks
Home-Land Security Agencies

Content and Rights Management

Allowing content owners to keep track and better monetize their videos

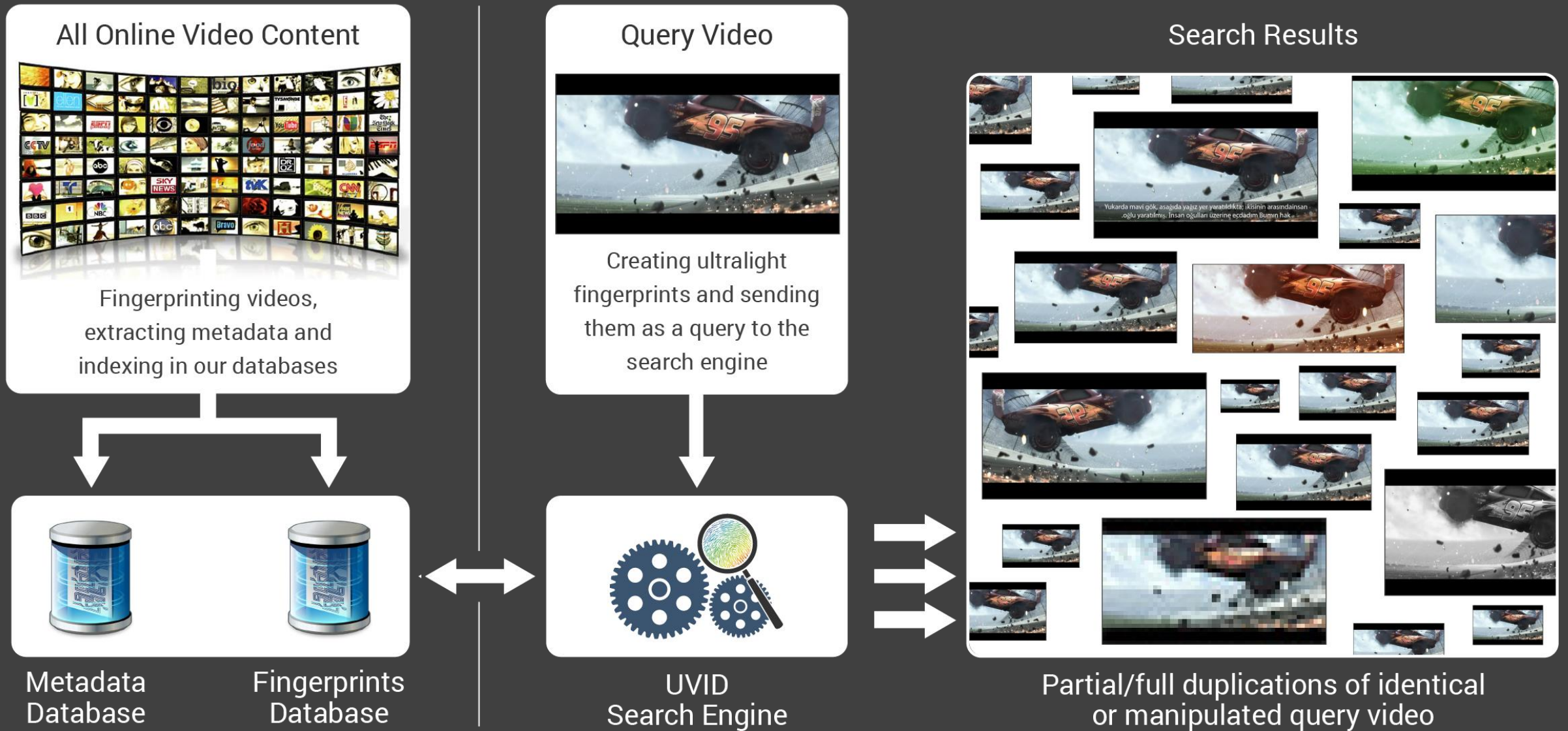
Dynamic BI and True Viewership Analytics

Based on metrics of the official release and its full/partial copies, allowing content owners to identify the real distribution patterns and true engagement of their videos across the internet

Video Catalog Database Optimization

Smart tools for video content deduping, comparison and verification

ULTRALIGHT VIDEO ID TECHNOLOGY



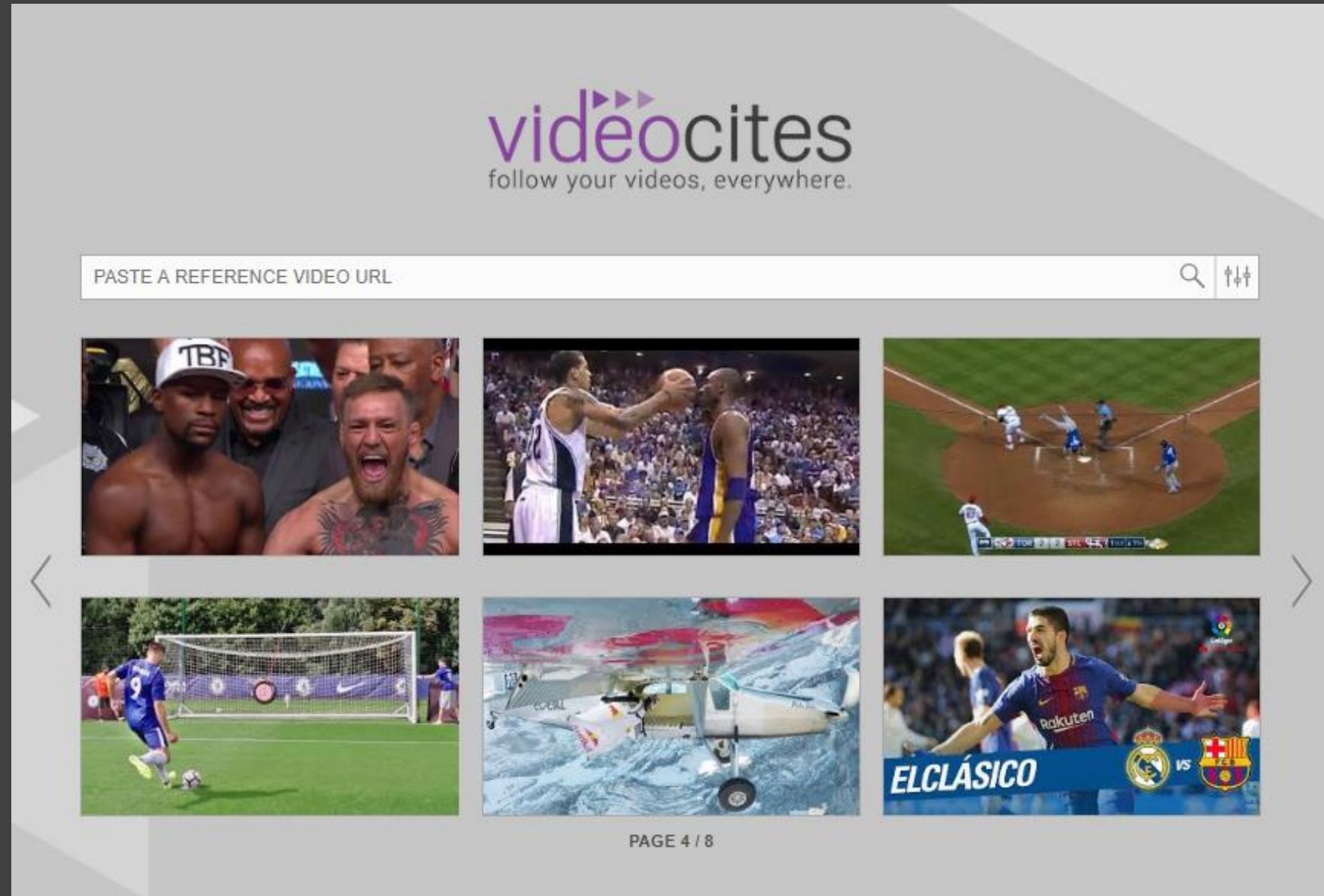


ONLINE PRODUCT FAMILY
searching on the online video and social platforms

INTERACTIVE - ON DEMNAD VIDEO BASED SEARCH ENGINE

INTERACTIVE is a real time search engine. Find more copies, immediately.

- Paste one query video URL from any platform.
- Query is downloaded, decoded and fingerprinted on the fly.
- Search engine streams all full/partial copies to the results page.
- Export data to CSV.

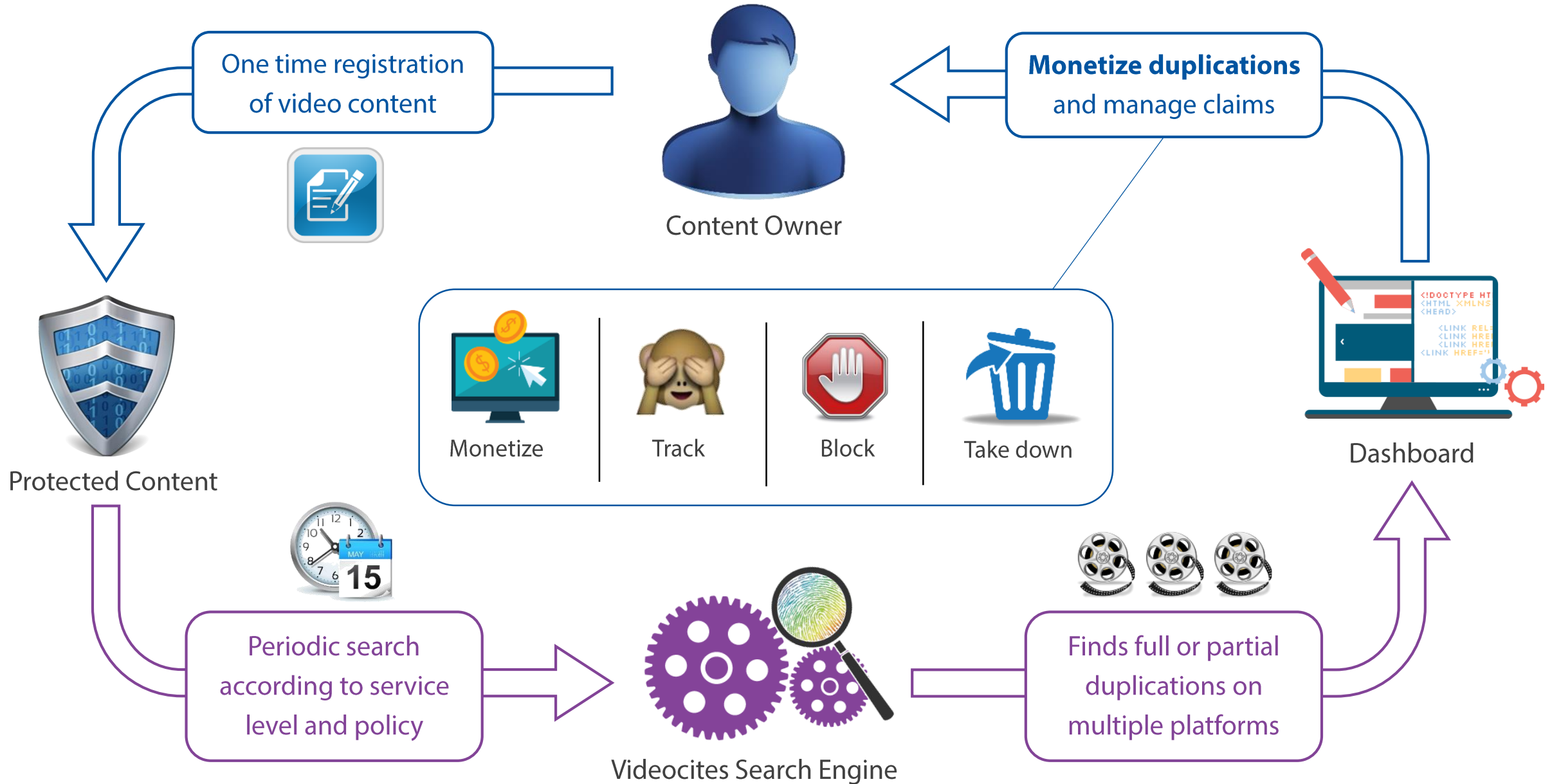


The screenshot displays the videoocites search engine interface. At the top, the logo "videoocites" is shown with the tagline "follow your videos, everywhere." Below the logo is a search bar containing the text "PASTE A REFERENCE VIDEO URL". To the right of the search bar are icons for search and settings. The search results are presented as a grid of six video thumbnails:

- Top-left: A group of men, including one with a "TBF" cap and a man with a large tattoo, looking towards the camera.
- Top-middle: A basketball player in a white jersey (LeBron James) interacting with a player in a purple jersey (Kobe Bryant) on a court.
- Top-right: A baseball game in progress on a field.
- Bottom-left: A soccer player in a blue jersey (number 9) on a field with a goal in the background.
- Bottom-middle: A Red Bull Air Race plane flying over a body of water.
- Bottom-right: A soccer player in a blue jersey (Lionel Messi) celebrating, with a banner at the bottom that reads "ELCLÁSICO" and shows the Real Madrid vs. FC Barcelona logos.

At the bottom center of the results grid, the text "PAGE 4 / 8" is visible. Navigation arrows are present on the left and right sides of the grid.

DISCOVER - CONTENT AND RIGHTS MANAGEMENT SYSTEM



DISCOVER - CONTENT AND RIGHTS MANAGEMENT SYSTEM

DISCOVER dashboard provides one-stop-shop for content and rights management activities

- Multiple queries.
- Create your own desired view by extensive sort, filter and selection criteria.
- Tag and manage copies.
- Direct claim or takedown via integration to platform's copyrights APIs.
- Aggregated metrics per query.
- Export data to CSV.

The screenshot displays the DISCOVER dashboard interface. At the top, there are navigation buttons: PREVIOUS, NEXT, QUERY VIDEO 1 / 40, FIRST, and LAST. The main content area is divided into several sections:

- Video Details:** Title: [Marvel Studios' Avengers: Infinity War Official Trailer](#), Channel: Marvel Entertainment. Video ID: 6ZfuNTqbHE8. Total Views: 204,773,562. Duration: 00:02:25. Published (UTC): Nov 29, 2017 13:26:24. Subscribers: 7,994,956. Claimer: Disney. Claim ID: YuVeGrREjgc. UPL button.
- SEARCH PREFERENCES:** SEARCH PERFORMED ON (Facebook, YouTube, Twitter, Dailymotion, Vimeo, Instagram). PUBLISH REGIONS: WW. START DATE: Oct 30, 2017. END DATE: Jul 26, 2018.
- UNCLAIMED:** TOTAL MATCHES: 3,122. VIEWS: 385,719,067. LIKES: 8,487,390. SHARES: 483,453. MIN POTENTIAL EARNING: \$ 1,881,117.

Below these sections is the **MATCHING VIDEOS** section, which includes a **FILTER** button and a **SORT BY MATCH RANGE** dropdown. A large video player shows a match for the same trailer. The match details are:

- Title: [វីដេអូ Marvel Studio ទស្សនាវដ្តន...](#)
- Match Status: Match
- Match Range: 1/1 | 00:00:00 - 00:02:26
- Page: Marvel Cambodia
- Published (UTC): Jan 01, 2018 00:00:00
- Claimer: Claimed
- Claim ID
- Claim Status
- Applied Policy

The matching videos grid shows 12 results, each with a video thumbnail, a platform icon (Facebook, YouTube, Dailymotion, Vimeo), and a score. The first result has a score of 4,646 and 30,773 views. The grid is paginated to PAGE 10 / 261.

COMPARISON ANALYSIS CASE STUDY - PREMIUM CONTENT

80%

Of the duplications were detected during the first 24 hours from re-upload

DETECT EARLY

Saved inspection time

NO FALSE-POSITIVES

15%+

Of the duplications were uploaded 4+ days after the asset release

SEARCH CONTINUOUSLY

92%

Lost eyeballs are saved

MORE VALUE

VIDEOCITES ADDED VALUES

Search By The Video Itself

If it is a partial or full copy of your video, we'll find it !
No matter if it was edited and what is the current metadata, title, language, voiceover, soundtrack

Save Time And Resources

No more tedious manual textual searches, no more browsing through endless irrelevant results, no more false claims

Immune To Video Manipulations

Thanks to machine-learning, our algorithms are resilient to video manipulations - resolution, aspect ratio, colors, rotations, flips, crops, overlays and more...

Detect Early

Processing millions newly uploaded videos per day, we are able to detect your copies before views are starting to mount, enabling quick monetization or takedown

Look Everywhere



And adding new platforms

Search Continuously


Our system is scalable, automated and cloud-based. Therefore, we can search your premium valuable content every day forever.

VIEWPOINT - DYNAMIC BI AND TRUE VIEWERSHIP ANALYTICS

Based on metrics of the official release and its full/partial copies, **VIEWPOINT** dashboards allow content owners to identify the real distribution patterns and true engagement of their videos across the internet.

VIEWPOINT derives meaningful insights for decision makers:

- Real traction of their content across time and platforms.
- Brand awareness, audience preferences and potential relevant influencers.
- Lost revenue, monetization opportunities, competition and high volume infringers.

MATCHING VIDEO DETAILS				DETAILS FOR REFERENCE VIDEO: YT:Marvel Entertainment:6ZfuNTqbHE8								MATCHES SUMMARY	
TITLE	2018年、究極の最強チームが映画史を変える!!『#アベンジャーズ』	VIEWS	4,099,000	R TITLE	Marvel Studios' Avengers: Infinity War Official Trailer	SEARCH DATE	26/7/2018			TOTAL MATCHES	3,121		
VIDEO ID	936158200503484416	LIKES	14,887	R VIDEO ID	6ZfuNTqbHE8	REGION	WW			OVERALL VIEWS	831,811,072		
PLAT	TW	SHARES	8,198	R PLAT	YT	START DATE	30/10/2017			OVERALL LIKES	11,832,045		
PUBLISHED	Nov 30, 2017 09:01:22	MATCH SCORE	1431	R PUBLISHED	Nov 29, 2017 13:26:24	END DATE	26/7/2018			OVERALL SHARES	483,453		
DURATION	00:02:26	M RANGE 1	00:00:00-00:02:26	R DURATION	00:02:25	R RANGE 1	00:00:00-00:02:25						
VERIFIED	True	M RANGE 2		R VIEWS	204,773,562	R RANGE 2							
CHANNEL	AVG_JP	M RANGE 3		R CHANNEL	Marvel Entertainment	R RANGE 3							
CHANNEL ID	AVG_JP	M RANGE 4		R CHANNEL ID	UCvC4D8onUfXzvjtOM-dBf	R RANGE 4							
CLAIMER	0	M RANGE 5		R CID	Disney	R RANGE 5							

VIDEO ID	PLAT	CHANNEL	TITLE	PUBLISHED	DURATION	VIEWS	LIKES	SHARES	SUBS	VIDEO STATUS	CLAIMER	R TITLE	R CID	MATCH STATUS
3700502367559	FB	Avengers	"There was an idea..." Marvel Studios' "Avengers: Infinity Wa	Nov 29, 2017 00:00:00	00:02:24	14,500,415	285,008	0	14,870,404	Available	Claimed	Marvel Studios' Avengers: Infnit	Disney	match
1521616787914	FB	Marvel	A espera acabou! Confira o teaser trailer de Vingadores: Guer	Nov 29, 2017 00:00:00	00:02:26	12,924,237	301,996	0	31,239,125	Available	Claimed	Marvel Studios' Avengers: Infnit	Disney	match
3BXq73F2_z4	YT	BRAMarvel	Teaser Trailer - Vingadores: Guerra Infinita, 26 de abril de 201	Nov 29, 2017 13:27:04	00:02:27	11,368,009	353,781	0	572,792	Available		Marvel Studios' Avengers: Infnit	Disney	match
1652520641464	FB	Marvel	"Chaahe jo bhi kar lo, bach nahi paoge. Tumhaari maut aa chu	Mar 13, 2018 00:00:00	00:02:30	9,732,741	426,228	0	31,239,159	Available	Claimed	Marvel Studios' Avengers: Infnit	Disney	match
QbNdocPMT9Y	YT	ZonaTrailers	Trailer en Español LATINO AVENGERS 3 INFINITY WAR [ULTRA	Nov 29, 2017 23:08:02	00:02:41	9,437,449	114,716	0	414,843	Available		Marvel Studios' Avengers: Infnit	Disney	match
gQrkvZeE3Uc	YT	TRAILER CITY	AVENGERS: INFINITY WAR (2018) Full Movie Trailer in Fu	Mar 19, 2018 16:00:04	00:02:51	8,363,330	35,280	0	102,019	Available	Claimed	Marvel Studios' Avengers: Infnit	Disney	match

VIEWPOINT - DYNAMIC BI AND TRUE VIEWERSHIP ANALYTICS

videocites
follow your videos, everywhere.

REPORT DATE: 29-JUL-2018

CONTENT OWNER: WORKFLOW

VIEWPOINT

TYPE

Non-Affiliate

PLATFORM

DM FB TW
VK YT

MONTH

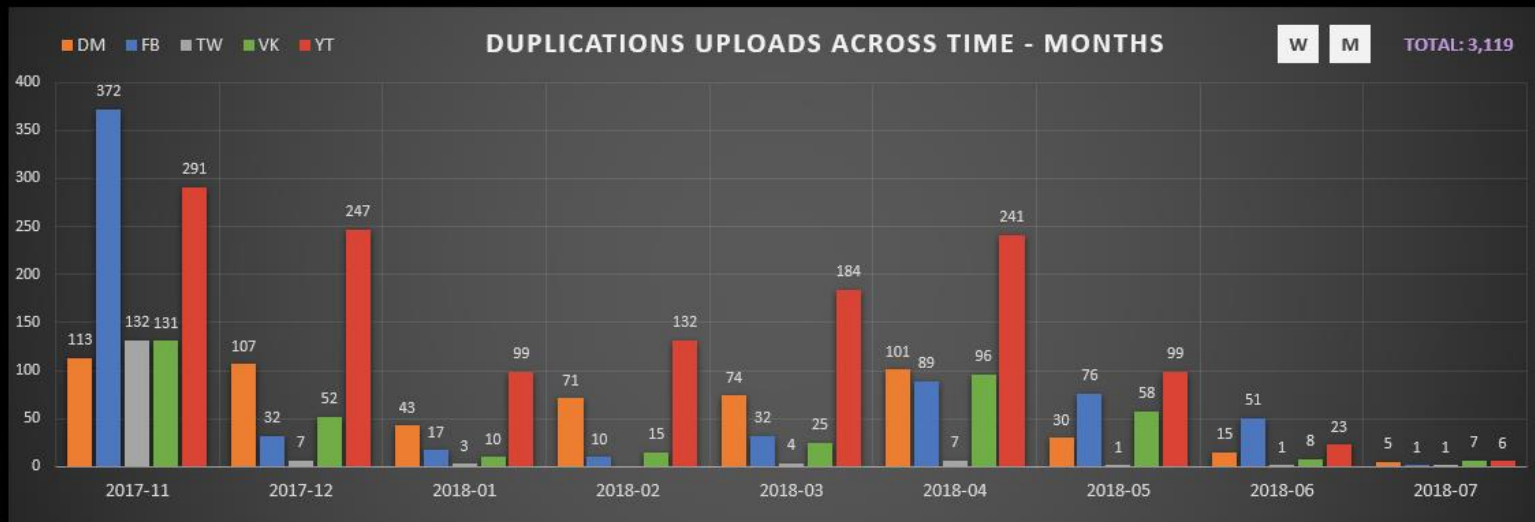
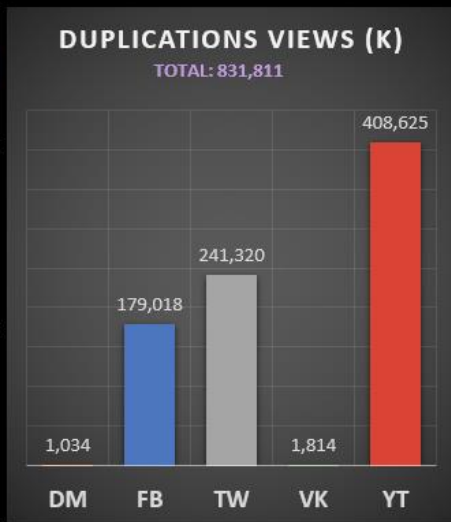
2017-11
2017-12
2018-01
2018-02
2018-03
2018-04
2018-05
2018-06

MATCH DURATION

0-5 Minutes
5-15 Minutes
Above 15 Minutes

ONLINE STATUS

Available
Blocked By Claimer
Blocked By User
Channel Removed



REFERENCE CHANNEL

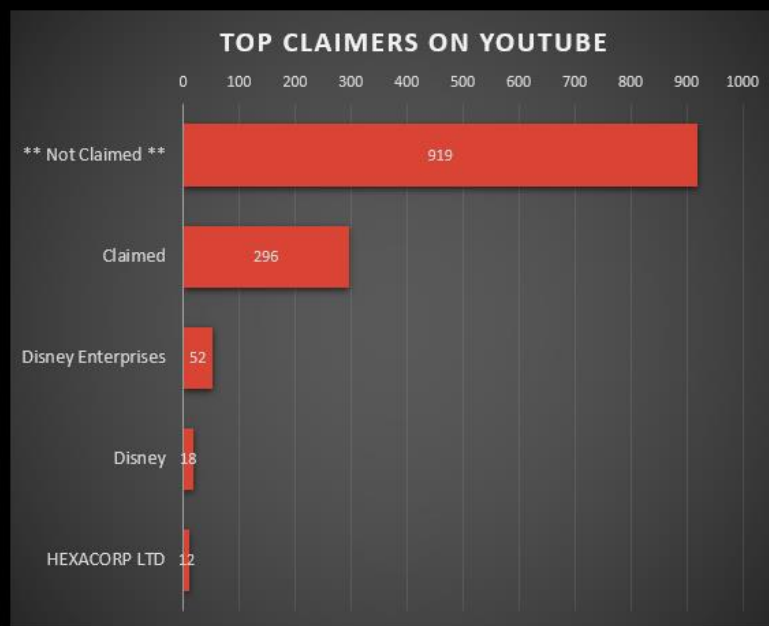
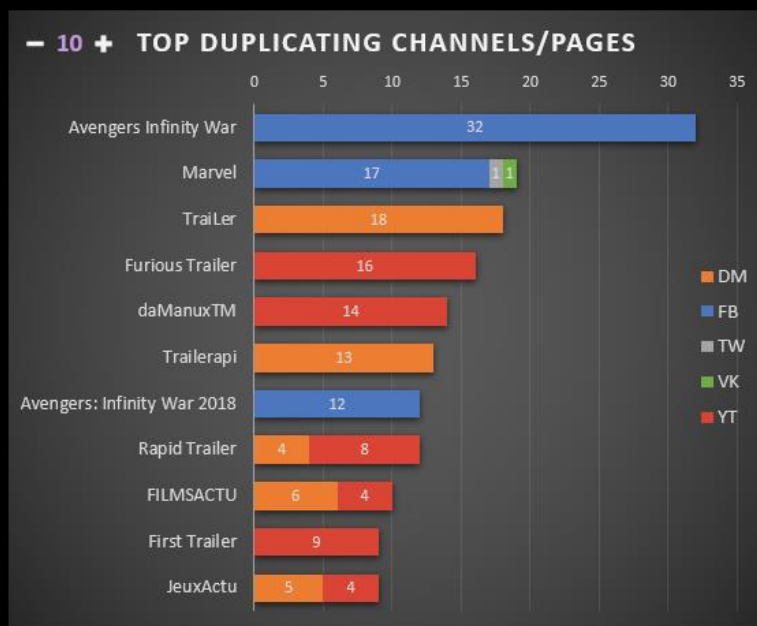
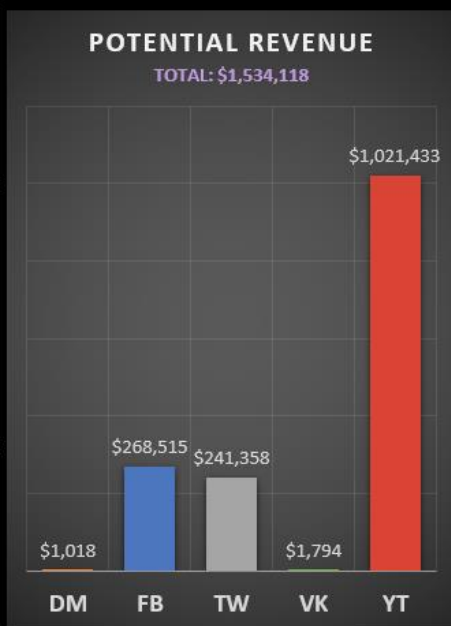
Marvel Entertainment
adidas
America's Got Talent

REFERENCE VIDEO

John Lewis Christmas Ad 2017 - #MozTheMonster
Marvel Studios' Avengers: Infinity War Official Trailer
Melania Trump Shows Off Christmas Decorations At...
Miley Cyrus and Ariana Grande - Don't Dream It's O...
MISS DIOR - The new Eau de Parfum

RPM PER PLATFORM

DM	\$ 1.00	FB	\$ 1.50
TW	\$ 1.00	VK	\$ 1.00
YT	\$ 2.50	IG	\$ 1.00



ORIGIN - FIRST UPLOADER SOURCING TOOL

ORIGIN is a designated search module that provides the first 3 uploads of a given reference video.

An extremely efficient and useful search tool for different business use cases in the media industry:

- Quick talent acquisition and viral content licensing.
- Real-time video ownership validation.
- Identification of premium video content "leak" source prior the official release date.

The screenshot displays the 'vidocites ORIGIN' search tool interface. At the top, there is a search bar with the text 'PASTE A QUERY VIDEO URL' and a search icon. Below the search bar, the interface is divided into several sections:

- Search Completed:** A dark header bar with a refresh icon.
- QUERY VIDEO:** A section showing the details of the query video. It includes a video player with a play button and a progress bar. To the right of the player is a metadata table:

Title	Bruno Mars ft Cardi B
Page	Bruno Mars MAME
Video ID	157068474939911
Views	112,782
Duration	00:03:43
Published (UTC)	Jan 04, 2018 05:48:56
Subscribers	34,752
Claimer	-
- SEARCH PREFERENCES:** A sidebar on the right with options for search platforms (Facebook, YouTube, Twitter, Dribbble, Instagram, VK), start and end dates (Jan 01, 2018 to Jan 09, 2018), and a checkbox for 'Publish Date Offset'.
- FIRST UPLOADED MATCHING VIDEOS:** A section showing three columns of search results. Each result includes a video player, a metadata table, and a match range. The first result is for 'Bruno Mars - Finesse (Remix) [Featu...]' with a match range of '1/1 | 00:00:05 - 00:03:42'. The second result is for 'BITCH! BRUNO AND CARDI DID WH...' with a match range of '1/1 | 00:00:05 - 00:02:19'. The third result is for 'ASKFJDHEJEHWKBSKSG KING OF...' with a match range of '1/1 | 00:00:00 - 00:01:44'.



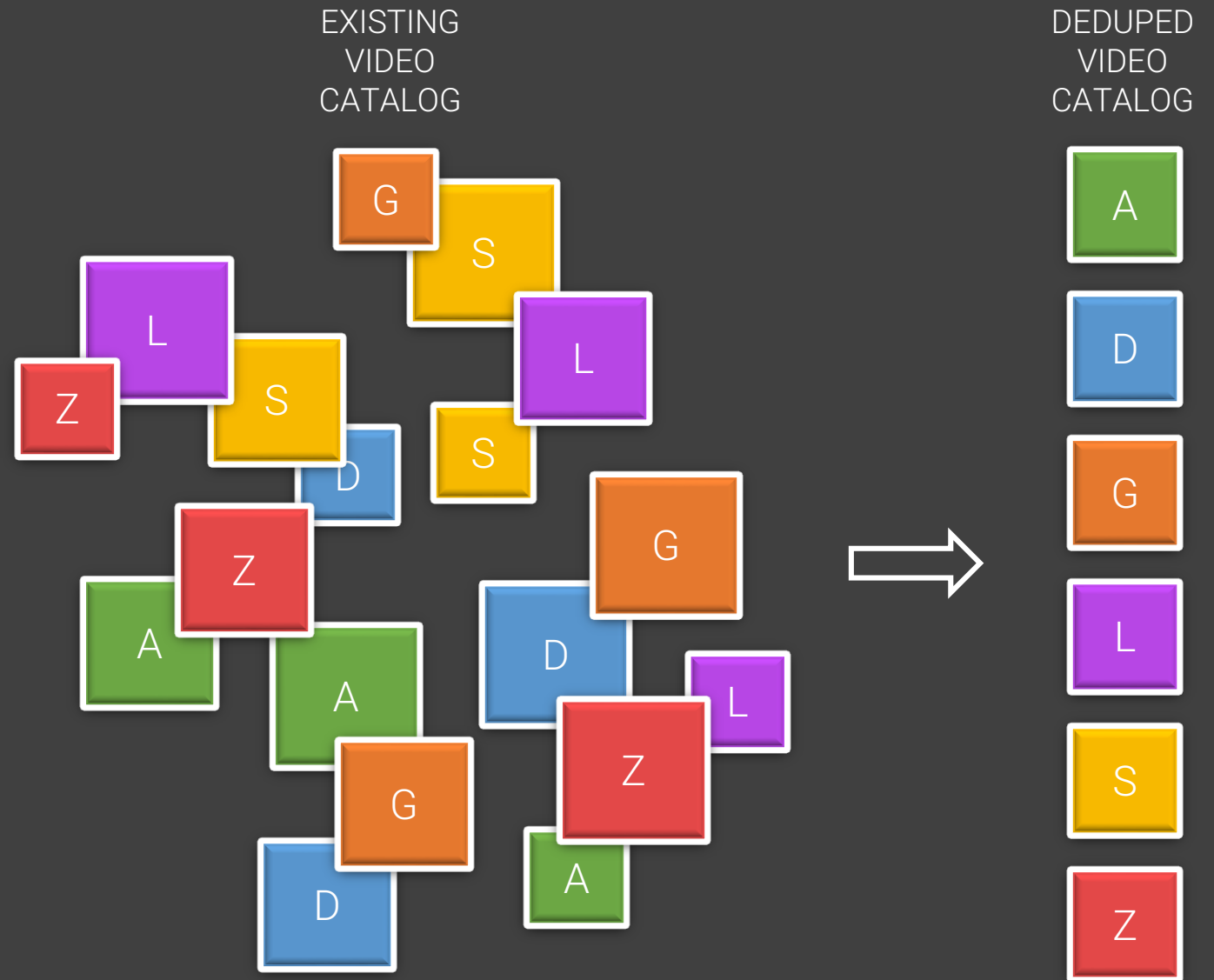
CATALOG PRODUCT FAMILY

searching on and optimizing internal video catalogs

DEDUPE - VIDEO DATABASE OPTIMIZATION

DEDUPE is an efficient cluster analysis tool that runs against large video databases, marks duplications and enable substantial optimization.

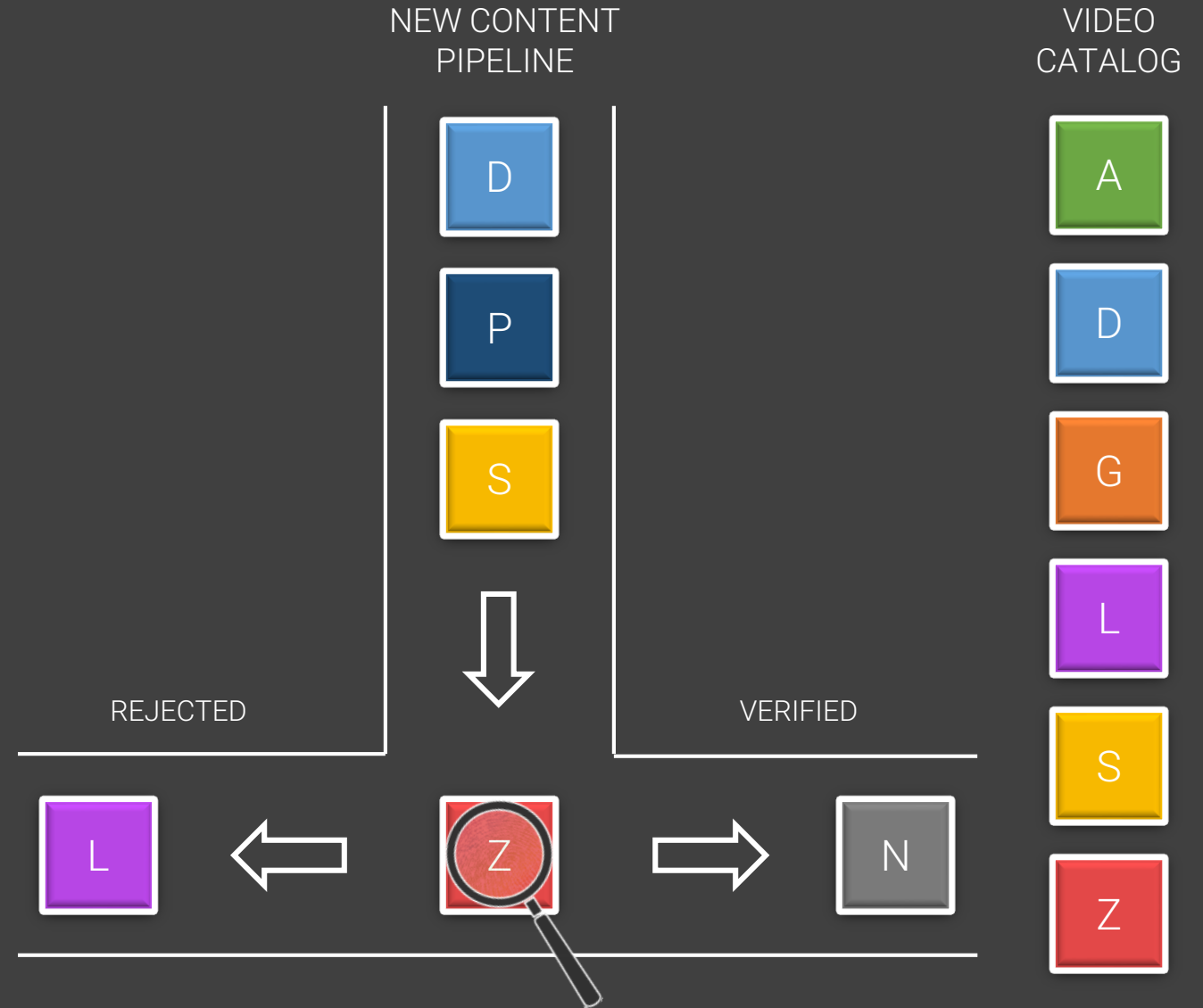
- Cloud-based or on-premise.
- Secured, scalable and fast.
- Pre-defined removal and aggregation policies.
- Allow better content viewability.
- Reduce in storage and management costs.
- Optimize index size and search efficiency.
- Customized reports.



VERIFY - CONTENT COMPARISON AND VERIFICATION

VERIFY system is the gate keeper of your video catalog database. It allows a fast comparison of a given video/s against all existing videos, and reports on full or partial copies.

- Cloud-based or on-premise.
- Secured, scalable and fast.
- Prevent duplicated content in database.
- Prevent acquisition of already owned content.
- Allow better content viewability.
- Reduce in storage and management costs.
- Optimize index size and search efficiency.





Thank You
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